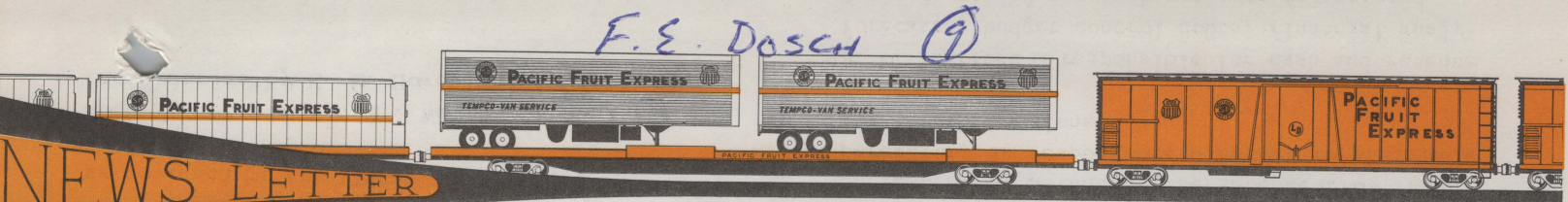
REFRIGERATED CONTAINER TRAILER AND RAIL CAR SERVICE

F. E. Dosch (9)



NEWS LETTER

PACIFIC FRUIT EXPRESS CO.

SAN FRANCISCO, CALIF.

MAY 1965

LOADINGS ON PFE CONTRACT LINES

	1965			1964		
	PFE	Foreign	Total	PFE	Foreign	Total
April						
Cars	16,236	851	17,087	17,903	1,095	18,998
Trailers	1,137	86	1,223	912	102	1,014
Total	17,373	937	18,310	18,815	1,197	20,012
January-April						
Cars	66,560	6,253	72,813	74,838	8,036	82,874
Trailers	5,106	350	5,456	3,666	365	4,031
Total	71,666	6,603	78,269	78,504	8,401	86,905

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CROP CONDITIONS

Principal crops originating along Southern Pacific are citrus and potatoes from San Joaquin Valley; lettuce and vegetables from Salinas and East Bay; frozen foods from Salinas, San Jose and Modesto. In Southwest and Southern Districts, shipping consists of citrus and vegetables from Los Angeles-Oxnard-Guadalupe areas; potatoes from Salt River Valley; lettuce from Willcox, vegetables and melons from West Coast of Mexico and miscellaneous vegetables from Southwest Texas.

Principal crops originating along Union Pacific are potatoes and frozen foods from Idaho; storage fruits and frozen foods from Pacific Northwest; fresh meat, packinghouse products and beer from Colorado, Nebraska and Kansas; canned goods and frozen foods from Missouri River centers. The Idaho Potato storages are nearly exhausted.

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KNOW YOUR PFE DEPARTMENTS

EXECUTIVE DEPARTMENT

The PFE Executive Department (VP&GM's Office) reports to the President and through him is responsible to the Presidents of our Owning Lines for the management of all affairs of our Company. In turn, the Executive Department looks to the Accounting, Car Service, Mechanical & Engineering, Purchasing and Traffic Departments for the proper discharge of the responsibilities delegated to them.

The following staff officers and their assistants administer the functions of the Executive Department under the direct charge of the VP&GM, who is the chief operating officer of the Company:

W. G. Cranmer, Assistant to VP&GM, is an aide to the VP&GM in the administration of the general affairs of the Company and carries out the policies and instructions of the VP&GM.

A. J. Amato, Special Assistant to VP&GM, is a specialist in the truck handling of perishables and is engaged in the operations and development of our TOFC and PACFORD services.

W. E. Dreyer, Contract and Lease Agent, negotiates all leases and contracts which are many and varied. In addition to contracts for the purchase of ice, there comes within his province rental of property, office space and other facilities, as well as all operating contracts or agreements. Questions necessitating legal advice are progressed by Mr. Dreyer with law departments of our Owning Companies for opinions. G. H. Chorn, Chief Clerk, assists Mr. Dreyer in this work.

J. P. Ferron, Superintendent of Safety, is a recognized authority in the field of safety and accident prevention and is untiring in his efforts to make our Company a safe place to work. He energetically promotes safety on as well as off the job.

The formulation and administration of policy with respect to personnel matters are under the jurisdiction of T. D. Walsh, Manager Personnel. This includes negotiation and administration of the agreements with various labor organizations representing our people, insurance coverage for personnel and property, and railroad transportation. He also handles other specialized matters as assigned by the VP&GM.

Both Mr. Ferron and Mr. Walsh are assisted in their duties by K. M. Howe, Chief Clerk.

W. E. Dreyer, P. D. Stafford, H. S. Skinner, R. J. Leverone, W. G. Cranmer

G. H. Chorn, J. P. Ferron, A. J. Amato, K. M. Howe, T. D. Walsh

The administrative functions of the Executive Department are the responsibility of the Office Manager, R. J. Leverone.

Car distribution is a function requiring the determination of both cars and trailers necessary for our loadings, when and where required, the availability of PFE equipment and numbers of foreign cars required to permit this loading, and the direction of this equipment to loading territories. H. S. Skinner, Superintendent of Transportation, is responsible directly to the VP&GM for these functions.

P. D. Stafford is responsible for cash and revenue forecasts, budget control costs, financial analyses and special research projects as assigned.

PACFORD EXPANDS SERVICE

Effective May 15, 1965, Pacific Forwarding Express (PACFORD), PFE's forwarder division, instituted multiple pickup service originating from Bakersfield, Fresno and Salinas, California.

This service will allow PACFORD customers to order mixed trailerloads from various loading areas going to all destination points served in PACFORD Tariff No. 2.

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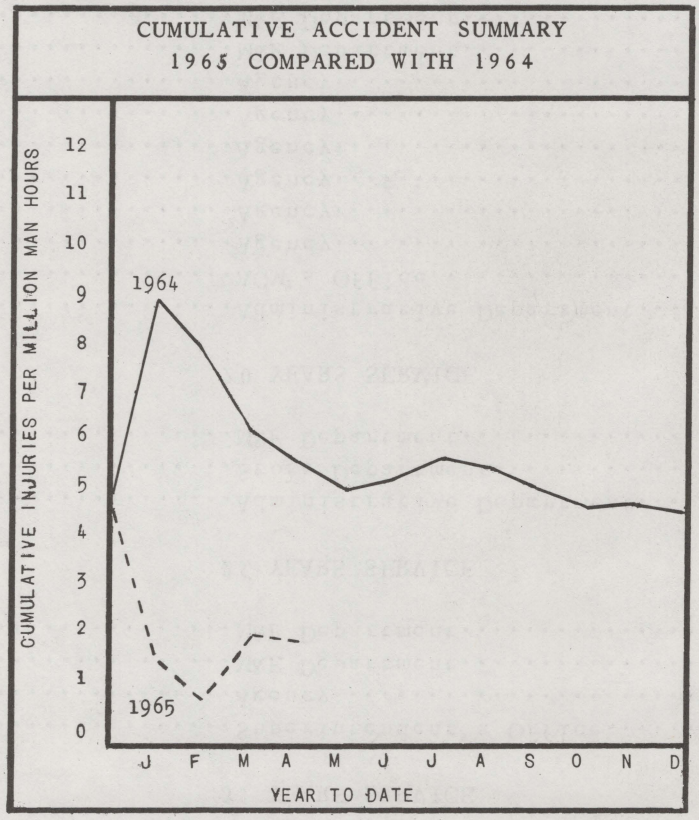
SAFETY LIFE-LINE



The Management extends congratulations and best wishes to the following PFE employes who reached service anniversaries with our Company during the month of May:

45 YEARS SERVICE

R. J. Bennett	AGM's Office	Chicago
C. H. Sherman	Superintendent's Office	Los Angeles
F. E. Dosch	Superintendent	Sacramento

40 YEARS SERVICE

W. J. Elms	AGM's Office	Chicago
R. G. Gould	District Agency	Santa Barbara
George Demaria	M&E Department	Roseville

35 YEARS SERVICE

A. E. Lee	Superintendent's Office	Los Angeles
J. Saldana	Agency	El Paso
Leo Benedetti	M&E Department	Roseville
Arlo Wilson	M&E Department	Roseville

25 YEARS SERVICE

Mildred L. Simons	Administrative Department	San Francisco
Phillip Lovoy	Store Department	City of Industry
Richard W. Sears	M&E Department	City of Industry

20 YEARS SERVICE

Opal M. Morelli	Administrative Department	San Francisco
Miss T. M. Rocco	AGM's Office	Chicago
C. Camacho	Agency	El Paso
Z. Camacho	Agency	El Paso
E. Diaz	Agency	El Paso
Mrs. H. F. Marcus	Agency	Yuma
Ruben Moreno	Agency	Yuma
Manuel Y. Medel	Agency	Yuma
Robert C. Dossett	M&E Department	Nampa
Frank G. Gastelo	M&E Department	Tucson
Joe D. Martinez	Ice Plant	Council Bluffs
Roy M. Christner	Ice Plant	North Platte
E. T. Sandvick	Ice Plant	Roseville
P. V. Baquera	Ice Plant	Roseville

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To the following PFE people we extend best wishes for a long and happy retirement:

Phillip H. Garcia	Carman	City of Industry
Mrs. Jesus V. Guerrero	Laborer	Tucson
John P. Houser	Head Clerk	Chicago
John M. Howe	Asst. Supervisor	Omaha
James J. Maguire	Carman Helper	Roseville
Loriston A. Noble	District Agent	Tucson
Ed. Montgomery	Laborer	City of Industry

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"The smallest good deed is better than the grandest good intention."

-- Gaspard Dughet

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L. D. SCHLEY
Vice President & General Manager